



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: Administration Committee

DATE: February 14, 2007

FR: Executive Director

W. I. 1514

RE: Contract Amendment – Transit Passenger Demographic Survey: Godbe Corporation

Summary

Staff recommends that this Committee authorize a contract amendment to add \$45,000 to the Godbe Transit Passenger Demographic Survey contract for expanding the sample of transit passengers interviewed. This amount is already included within the agency's approved budget for this study.

Background

On September 13, 2006, following a competitive procurement process, the Administration Committee authorized award of a contract in the amount of \$390,580 to Godbe Corporation (doing business as Godbe Research) to determine the demographic characteristics of passengers who ride on 20 different large and medium size transit systems in the Bay Area. The Executive Director subsequently increased the budget by \$9,000 per delegated authority in order to document incidences of passenger refusals to participate in the survey. This assessment will ensure the validity of the survey.

MTC and 20 transit districts have been working together on this transit passenger survey to examine traveler characteristics. Routes are sampled in a variety of shifts throughout the day to survey both peak and off-peak riders. The earliest shifts begin at 6 am and the later shifts end at 9 pm. MTC's Minority Citizens Advisory Committee has expressed interest in expanding the survey hours to include late night and early morning so as to better identify passengers who commute to or from graveyard shifts or multiple jobs or family duties. A greater fraction of the late night riders are transit dependent than those who travel during the peak hours. This study is on schedule to complete the demographic analysis by spring 2007.

We anticipate that the additional work will be undertaken subsequent to completion of the initial study but will be completed by the end of June 2007.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Godbe Research in an amount not to exceed \$45,000.

Steve Heminger

SH:MR

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.:	1514
Consultant:	Godbe Corporation doing business as Godbe Research Half Moon Bay, California
Work Project Title:	Transit Passenger Demographic Survey
Purpose of Project:	Consultant will develop a survey methodology and survey instruments, manage the survey, code, correct and weight data, and analyze results
Project Cost Not to Exceed:	\$45,000 amendment (Prior Contract \$399,580)
Funding Source:	FTA Section 5303 and STA
Fiscal Impact:	Available from approved Agency Budget
Motion by Committee:	That the Executive Director or his designated representative is authorized to negotiate and enter into a contract amendment with Godbe Research to expand the routes and times sampled, and the Chief Financial Officer is directed to set aside funds up to \$45,000 for such contract amendment.
Administration Committee:	<hr/> Bill Dodd Chair
Approved:	Date: February 14, 2007